A STUDY ON PROBLEMS AND PROSPECTS OF TOURISM INDUSTRY IN YEMEN

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II. Customer Service in the Travel Industry with Special Reference to the Yemenia Airline, Research Review International Journal of Multidisciplinary, India.June-2018, and Volume-03 ISSN: 2455- 3085 Issue06,Online www.rrjournals.com 2018.

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1. INTRODUCTION

Every day, more than three million tourists cross international borders. Every year, almost 1.2 billion people travel abroad. Tourism has become a pillar of economies, a passport to prosperity, and a transformative force for improving millions of lives. The world can and must harness the power of tourism to achieve sustainable development. (United Nations World Tourism Organization [UNWTO], 2017). Therefore, "tourism is increasingly an important source, if not the primary source of growth, employment, income, and revenue for many countries in the world, and a significant driver of the social and economic progress of many countries too. Accordingly, the tourism industry today ranks third after fuels and chemicals as the world's leading export commodity. It has global gains of more than $ 1.5 trillion or nearly 7 % of the world exports of goods and services" (International Labor Organization [ILO], 2013).

Over the last two decades, the tourism industry has proved to be the world's fastest-growing economic sector. Interestingly, "2017 was a record year for international tourism. International tourist arrivals grew for the eighth consecutive year, a sequence of uninterrupted growth not recorded since the 1960s. Destinations worldwide welcomed 1,322 million international tourist arrivals in 2017" (UNWTO, 2017).

In Yemen, the tourism industry is considered a valuable resource and source of finances for the country, and we treat it as equally important as our natural wealth. It is even more essential for us than oil because our oil wealth could become exhausted one day, but the tourism and natural wealth sectors of our economy will never be exhausted (Saleh, 2005).

Moreover, the tourism industry also ranks the second source of Yemen national income after oil and contributes 3% of the gross domestic product (GDP), (Ministry of tourism, Yemen, 2017).

Yemen has a wide range of tourism infrastructure which including hotels, resorts, tourist villages, travel and tourism agencies, tourist restaurants, gardens, and parks, etc. Also, it has many unique tourism elements that meet the various desires and preferences of tourists, making it an attractive source for tourists from different countries of the world (Tourism development plan, Yemen, 2008).

Despite the vast potential, it can say that the tourism industry in Yemen is still operating in a random and unorganized framework, especially after the year 2011. The ministry of tourism, which is the official body responsible for organizing and developing tourism, has not succeeded in implementing national strategies aimed at achieving an established tourism industry and in exercising the needed supervisory role in tourist activity. Despite the efforts made, the achievements remain small for the tourism industry sector in Yemen due to several problems and challenges, where the most important is undoubtedly the rampant political instability. Possible terror attacks in tourist places or even the kidnapping of foreigners by militant groups are problematic for tourists (GOV.UK. 2014).

In the world, developing tourism depends on security and stability. However, the tourism industry falters when confronted with problems, especially the problems of political instability, which causes major obstructs in the development of the tourism industry. Therefore, in many nations, many tourist destinations have suffered from crises due to terrorist acts or political instability (Saleh, 2005).

Yemen was one of the countries that have been affected by political instabilities through recent political unrest in the Arab region since the last quarter of 2010. The socio-economic and security situations have deteriorated further due to the political instability in the country, which leads to additional challenges for national development, leading to a popular uprising where the citizens have gone out in public claiming to change the regime which ruled the country for more than 33 years. In turn, this caused the deterioration of the security situation and halted the tourism sector from operating smoothly since the outbreak of protests and continuing until today. Alongside, political unrest, first and foremost, security concerns and lack of infrastructure were main impediments facing the tourism industry in Yemen.

This research is based on a descriptive and analytical approach to study the problems and prospects of the tourism industry in Yemen. More importantly, this research will be identifying various problems facing the tourism industry in Yemen as well as knowing the opinions of the selected respondents about the prospects of the tourism industry in Yemen.

2. LITERATURE REVIEW AND RESEARCH GAP

A number of previous studies specifically related to the problems and prospects of the tourism industry, in general, were reviewed in order to provide a clear understanding of what the previous studies have conducted in the field of problems and prospects of the tourism industry. Moreover, the main aim of current review of literature is to identify the differences and the gaps in previous studies to achieve the objectives of this study by reaching the main findings of the available previous studies to identify and define the research gap for this study.

There were many previous studies available on the problems and prospects of the tourism industry which the researcher has reviewed and provided brief findings of these earlier studies by looking at publications, which includes theses, journals, books, newspapers, and websites. Besides, it was presented alphabetically way to countries in which the relevant studies were found.

Most previous studies discussed the problems and prospects of the tourism industry from different aspects depending on the study area of the country's political, economic, social, and cultural conditions and its relationship with the tourism industry. In this context, some important previous studies reviewed as follows:

(**Hayzia and Hanan, 2016)** carried out a study on the obstacles of tourism investment in Algeria, obstacles related to the public environment such as lack of political stability and security and lack of availability stable economic environment, and those related to the tourism sector such as difficulty of obtaining tourist property and the difficulty of getting bank financing that suitable for this type of investment. Therefore, the study made some useful recommendations on how to solve the obstacles facing tourism investment in Algeria in the way of motivating the investors and improving Algeria image's in their perceptions. **(Afroz and Mahmud, 2017**) conducted a study to find out the problems and potentials of ecotourism in Bangladesh, where ecotourism has effects on different sectors like social, economic and environmental impacts. The study took that although the existence many ecotourism potentials, still there are several problems exists like absent any government plan for fostering ecotourism, negative tourism image, lack of tourism development, absence of tourism awareness, and limited of tourism infrastructure. The study concluded that there is absence of any existing plan for ecotourism development in Bangladesh right now. Besides, **(Mbaiwa, 2005)** aimed to assess the problems and prospects of sustainable tourism development in the Okavango Delta, Botswana. This study

indicated that the Okavango Delta does not always adhere to the principles of sustainable tourism development and does not significantly take into consideration the social-cultural, economic, and environmental needs of the host economy. In the same context, **(Sharpley, 2001)** discussed the challenges and opportunities of the tourism industry in Cyprus at the general level. This study indicated that there are significant opportunities that exist for the tourism future development, while there is a challenges need for more effective planning and control on the national level. The study recommended that efforts should be made not to diversify but to consolidate and strengthen existing tourism markets. Whereas, **(Sintayehu, 2017)** has focused on identifying the problems and prospects of the Ethiopian tourism industry. "The primary data was collected from 501 foreign tourists in the case study area. The results of the study showed that tourism industry in Ethiopia suffering from lack of promotion and physical infrastructure (road, transportation system, network facility, and availability of hotel accommodations), negative Ethiopia's images, and a shortage of human trained power". **(Rita, 2000)** studied tourism in the European Union. In conclusion, authors suggested that there ought to be a political recognition of the European tourism as one of the activities of the future with an enormous capacity to provide new opportunities to satisfy important political objectives such as the economic growth and wellbeing of populations, employment, regional development, and patrimonial value. While, **(Jenish, 2018)** "relied on general data sources to identify trends and challenges of tourism sector in Kyrgyzstan. The working paper highlighted challenges facing the tourism sector, such as the underdeveloped infrastructure and poor marketing as well as the limited quality of tourism products, which hinders growth in this sector. This paper found that communities in tourist sites receive a small share of revenues and provided a series of recommendations aimed at addressing these challenges and obstacles to sustainable tourism development in Kyrgyzstan". Therefore, **(Chawla 2019)** "did a study on the prospects and problems of the tourism industry in Uttar Pradesh. The goal of this study is to identify the challenges faced by the visitors during their time of visits to Uttar Pradesh. The study also indicates out some prospects for strengthening the tourism industry in the state. This study summarized these problems as follows: deficient road and accommodation, air transportation system, and airways. This study also indicated the prospect's areas where there is potential to attract more tourists through the handloom and art ware industry of the state, which is still unexplored by both foreign and domestic people". **(Anitha and Chandrasekhar, 2017)** attempted to identify the challenges and prospects of heritage tourism in Karnataka state. The study concluded that although the government of

Karnataka has high potential in heritage tourism facilities development and tourist product, but it did not attract the most significant number of tourists expected. So, there is a need to focus on the potential of heritage tourism in Karnataka and take the necessary measures for improvement. While, **(Bijami and Ahmed, 2019)** "implemented a survey to investigate the challenges and obstacles of the Iranian tourism industry. The data was only collected through the secondary data tool. In this study has discussed some fundamental problems about the tourism sector, such as security, tourism attraction, and advertising and informing. The study recommended that Iranian tourism industry can improve through interested in the international advertisement, improvement foreign relation, enhance the quality of welfare services, provide a reasonable price for tourism products and attract foreigner to invest in the Iranian tourism industry". **(Mayaka and Prasad, 2012)** implemented an analysis of strategic issues and challenges facing tourism in Kenya. They analyzed the key strategic issues and challenges and studied the current status of tourism sector based on the analysis of different secondary data which including reports of government, articles, books and relating academic papers and done discussions with main players in the tourism industry both face-to-face. This analyzed indicated that there are a set of issues and challenges matched with the external environment represented by the economic, social, political, technological, and legal. Besides, **(Ministry of tourism, Yemen, 2007)** aimed to find out the main and secondary reasons for the low turnout in domestic tourism in order to provide decision-makers at the ministry of tourism with information that helps to proper plans and programs for the development of the tourism sector and developing community awareness about importance of the internal tourism at the level of the individual and society and to encourage the interest in it. The survey recommended that the government bear responsibility to encourage internal tourism through implements of tourism programs and the development of tourist facilities in tourist sites.

Therefore, the findings of the literature review related the problems and prospects of the tourism industry indicated that there are no focused studies conducted on the all major problems and challenges that could affect in the tourism industry at all different levels and represents a major impediment to the tourism industry development in any country.

According to the results of the findings of the literature review, this study is significant, to the best of the researcher's knowledge, because there was no research conducted to study the problems and prospects of the tourism industry in Yemen. Hence, this research will fill the gap by conducting a study on "problems and prospects of tourism industry in Yemen.

3. CONCEPTUAL FRAMEWORK OF THE STUDY TERMS

TOURISM:

"Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure".

DOMESTIC TOURISM:

Domestic tourism comprises the activities of a resident visitor within the country of reference, either as part of a domestic tourism trip or part of an outbound tourism trip.

INBOUND TOURISM:

"Inbound tourism comprises the activities of a non-resident visitor within the country of reference on an inbound tourism trip".

OUTBOUND TOURISM:

"Outbound tourism comprises the activities of a resident visitor outside the country of reference, either as part of an outbound tourism trip or as part of a domestic tourism trip".

INTERNAL TOURISM:

"Internal tourism comprises domestic tourism and inbound tourism, that is to say, the activities of resident and non-resident visitors within the country of reference as part of domestic or international tourism trips".

INTERNATIONAL TOURISM:

"International tourism comprises inbound tourism and outbound tourism, that is to say, the activities of resident visitors outside the country of reference, either as part of domestic or outbound tourism trips and the activities of non-resident visitors within the country of reference on inbound tourism trips".

NATIONAL TOURISM:

"National tourism comprises domestic tourism and outbound tourism, that is to say, the activities of resident visitors within and outside the country of reference, either as part of domestic or outbound tourism trips".

TOURIST:

"Tourist is a temporary visitor staying for at least twenty-four hours in a country visited when the purpose of the journey can classified under one of the following headings: (a) leisure: recreation, holidays, health, study religion and sports. (b) Business: family, mission, and meetings".

DOMESTIC TOURIST:

"A domestic tourist is a person who travels to a place other than his usual place of residence within his country for not less than full-day (24 hours) and not more than 12 months at one time and residing anywhere in hotels or any other accommodation facilities of the country. Primarily, a domestic tourist is a family tourist and not an individual tourist".

FOREIGN TOURIST:

"A foreign tourist is a person who visits the country with a foreign passport and stays at least twenty-four hours in it. Where the purpose of his trip can be classified into the following categories: • Leisure: recreation, holidays, health, study, religion, and sports. • Business: family, mission and meetings".

VISITOR:

"A visitor is a traveler taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited".

INTERNATIONAL VISITOR:

"An international traveler qualifies as an international visitor with respect to the country of reference if: (a) he/she is on a tourism trip and (b) he/she is a non-resident travelling in the country of reference or a resident travelling outside of it".

TOURISM INDUSTRY:

"Tourism industry therefore can be defined as the set of industries which facilitate by providing infrastructure and products and services and make possible travelling for different purposes and travelling to places of leisure and business interests. Tourism industry is all about providing necessary means to assist tourists throughout their travelling.

It is also a wide-ranging industry, which includes the hotel industry, the transport industry and a number of additional industries or sectors. It is vital to understand that the tourist industry is

linked to movement to different locations, based not only on leisure, but also business and some additional travel motivators".

EDUCATIONAL TOURISM:

"It is tourism based on travel to obtain a teaching certificate on a particular subject from a specific educational institution, or to acquire the necessary expertise and skills in a specific area. Educational tourism also includes travel to conferences, training courses, and workshops that contribute to the development of people's experiences, their field of work or study and drive the self-improvement process continuously".

ECOTOURISM:

"Ecotourism is purposeful travel to natural areas to understand the culture and natural history of the environments, taking care not to alter the integrity of eco-system, while producing economic opportunities that make the conservation of natural resources beneficial to local people".

TOURISM ORGANIZATIONS:

"Tourism organizations are essentially organizations that exist to look out for the tourism industry and act on its behalf. They may have influence over national tourism policies, might lobby governments in the interests of the tourism industry, and could also work to bring the various sectors together".

4. NEED AND SIGNIFICANCE OF THE STUDY

With an attempt to finding solutions to the statement of the research problem, the researcher realized that there is an utmost need to do an in-depth study to find out the problems and challenges facing the tourism industry in Yemen. Besides, no one study has been conducted exclusively on problems and prospects of the tourism industry in Yemen. Thus, there is a motive for the researcher to do research aimed at finding out the problems faced and prospects of the tourism industry in Yemen.

A study on the problems and prospects of the tourism industry in Yemen was not done by any researcher, although it is one of the most important economic sectors, where tourism is the second source of national income after oil and represents 3% of the gross domestic product (GDP).

Also, one of the significant aspects of this study comes from the importance of the tourism industry in Yemen, where it has become an essential economic alternative that would contribute

to the growth of national income by providing significant revenues in foreign exchange to Yemen.

More importantly, the objective of this study is to find out the various problems facing the tourism industry in Yemen, as well as to know the opinions of the selected respondents towards the prospects of the tourism industry in Yemen in the current situations.

Furthermore, this study highlights the tourism potential enjoyed by Yemen and the degree of interest in this sector. The positive result derived from this research will contribute a lot not only in providing suggestions towards solving these problems and challenges faced by the tourism industry but also the researcher hopes that this study will add a new value to a scientific library in Yemen on the subject of the tourism industry.

5. STATEMENT OF THE RESEARCH PROBLEM

The tourism industry in Yemen suffers from compound problems and challenges that have observed in government plans and policies and relating to political and security, tourism awareness, social and economic, marketing and promotion, infrastructure and superstructure, and many other problems. In this regard, the recovery of this sector depends on solving these problems in all its complexity.

Therefore, this research attempts to find a solution to the problems and challenges facing the tourism industry in Yemen. As well as know the opinions of the selected respondents about the prospects of the tourism industry in Yemen.

The problem of this research study tries to answer the following research questions:

1. What is the socio-economic background of the selected respondents in the tourism industry in Yemen?
2. What are the problems facing the tourism industry in Yemen?
3. What are the prospects of the tourism industry in Yemen?
4. What are the suggestions and recommendations that contribute to solving the problems facing the tourism industry in Yemen?

6. OBJECTIVES OF THE STUDY

The purpose of this research is to study the problems and prospects of the tourism industry in Yemen, and therefore come up with suggestions and solutions.

To be specific, the research study aims at the following objectives:

1. To give an overview of the conceptual framework of tourism industry. (*Chapter 3)*
2. To provide an overview of the tourism industry in Yemen. *(chapter 4)*
3. To study socio-economic status of the selected respondents *(chapter 5)*
4. To identify various problems faced by the tourism industry in Yemen. *(chapter 6)*

   From these main objectives, the study is also aim to achieve the following sub-objectives:

   4.1 To study the perception of the respondents towards the problems of the tourism industry at the government plans and policies level in Yemen.

   4.2 To identify the respondents' views towards the problems of the tourism industry at the political and security level in Yemen.

   4.3 To know the opinion of the respondents towards problems of the tourism industry at the tourism awareness level in Yemen.

   4.4 To recognize the viewpoint of the respondents towards problems of the tourism industry at the social and economic levels in Yemen.

   4.5 To study the opinion of the respondents towards problems of the tourism industry at the marketing and promoting level in Yemen.

   4.6 To determine the viewpoint of the respondents towards problems of the tourism industry at the tourism infrastructure and superstructure level in Yemen.

5. To know the prospects of the tourism industry in Yemen. *(chapter 6)*
6. To provide suggestions and recommendations that contribute positively to solve the problems facing the tourism industry and to improve its prospects in Yemen. *(chapter 7)*

7. HYPOTHESIS OF THE STUDY

To answer the problem and objectives of the study, the researcher will depend on the following assumptions:

H_0: There is no significant difference among the respondents (Govt, private and students) views and perception towards the problems relating to government plans and policies regarding tourism industry.

H_0: There is no significant difference among the respondents (Govt, private and students) views and perception towards the problems relating to political and security regarding tourism industry.

H_0: There is no significant difference among the respondents (Govt, private and students) views and perception towards the problems relating tourism awareness regarding tourism industry.

H_0: There is no significant difference among the respondents (Govt, private and students) views and perception towards the problems relating marketing and promoting regarding tourism industry.

H_0: There is no significant difference among the respondents (Govt, private and students) views and perception towards the problems relating social and economic regarding tourism industry.

H_0: There is no significant difference among the respondents (Govt, private and students) views and perception towards the problems relating infrastructure and superstructure regarding tourism industry.

H_0: There is no significant difference among the respondents (Govt, private and students) views and perception towards the prospects of the tourism industry.

8. SCOPE OF THE STUDY

The present research study focuses on the problems and prospects of the tourism industry in Yemen. Yemen, with its capital Sana'a, according to the current population census issued by the ministry of public health and population, it had a population of 26,687,000 spread over a geographical area of 527,970 square kilometers. The research study highlights the following aspects of the tourism sector in terms of surveying their views on problems and prospects of the tourism industry in Yemen.

- **Govt. sector** (Employees of government tourism offices, ministry of tourism and academics in tourism departments at the Yemeni Universities)
- **Private sector** (Employees of hotels and travel and tourism agencies)
- **Students** (In the tourism department, Yemeni Universities)

9. RESEARCH METHODOLOGY

Deals with discusses the methods that have been used in the data gathering and analysis to answer the research questions. It clarifies the research design, sampling techniques, and data collection methods. Both qualitative and quantitative research methods have used in conducting this research. The data was analyzed and interpreted in the fifth & sixth chapters.

9.1 RESEARCH DESIGN:

- **Population of the Study**

The population of the study consists of employees, workers, and students of the govt and private sectors of the tourism industry in Yemen. (Which is unknown as the ministry of tourism did not have this list to provide the researcher due to it did not have a statistical database about it).

- **Sampling Unit**

The sampling unit of the study represented by the employees, workers, and students of the govt and private sector of the tourism industry in Yemen. To be more specific, the sampling unit selected for the study was divided into three categories of respondents as given below:

Table: 1. Sectors Selected for Study

Type of sector	Category selected
Govt. sector	-Employees of government tourism offices -Ministry of Tourism -Academics in the tourism department, Yemeni Universities.
Private sector	-Employees of hotels -Travel and tourism agencies.
Students	-Tourism department, Yemeni Universities.

- **Sampling Technique and Sample Size of the Study**

"Convenience Sampling" was used as the sampling technique to select the sample respondents for the study, and the following statistical equation was used to determine the sample size.

$$\mathbf{S= Z^2 * P (1-P)/ (M)^2}$$

S = Required Sample Size for infinite / unknown population

Z = Z score

P = Population proportion

M = Margin of error

Z score is determined based on the confidence level. The confidence level is the probability that the value of parameter falls within a specified range of value. In this study, consider 95%confidence levels, and the Z score is 1.96.

Population proportion is assumed to be 50%, i.e.0.5.

The margin of error is a small amount that is allowed in case of miscalculation or change of circumstances. Here we take it at 5%; i .e.0.05.

$$S = (1.96)^2 * 0.5(1-0.5)/ (.05)^2$$

$$= 3.816*0.25/0.0025$$

$$= \mathbf{384.16}$$

To ensure a large representation from the tourism industry, 465 questionnaires were distributed to the respondents of the selected sectors in Yemen.

Table: 2. Sample size

The sector of the respondents	No. of questionnaire issued to the respondents	No. of responses
Govt. sector	155	128 (32.99%)
Private sector	155	112 (28.87%)
Students	155	184 (38.14%)
Total No. of the Sample Size	**465**	**388**

- **Sample Size Used for Data Analysis**

The questionnaires were printed and distributed initially among the sample size of the study by delivering to around 465 respondents categorized as follows: 155 questionnaire for the public sector respondents, 155 questionnaire for the private sector respondents, and 155 questionnaire for students. The researcher obtained responses from 388 respondents from among the total number of participants in the study, amongst which 128 were from the public sector, 112 from the private sector, and 148 from among the students.

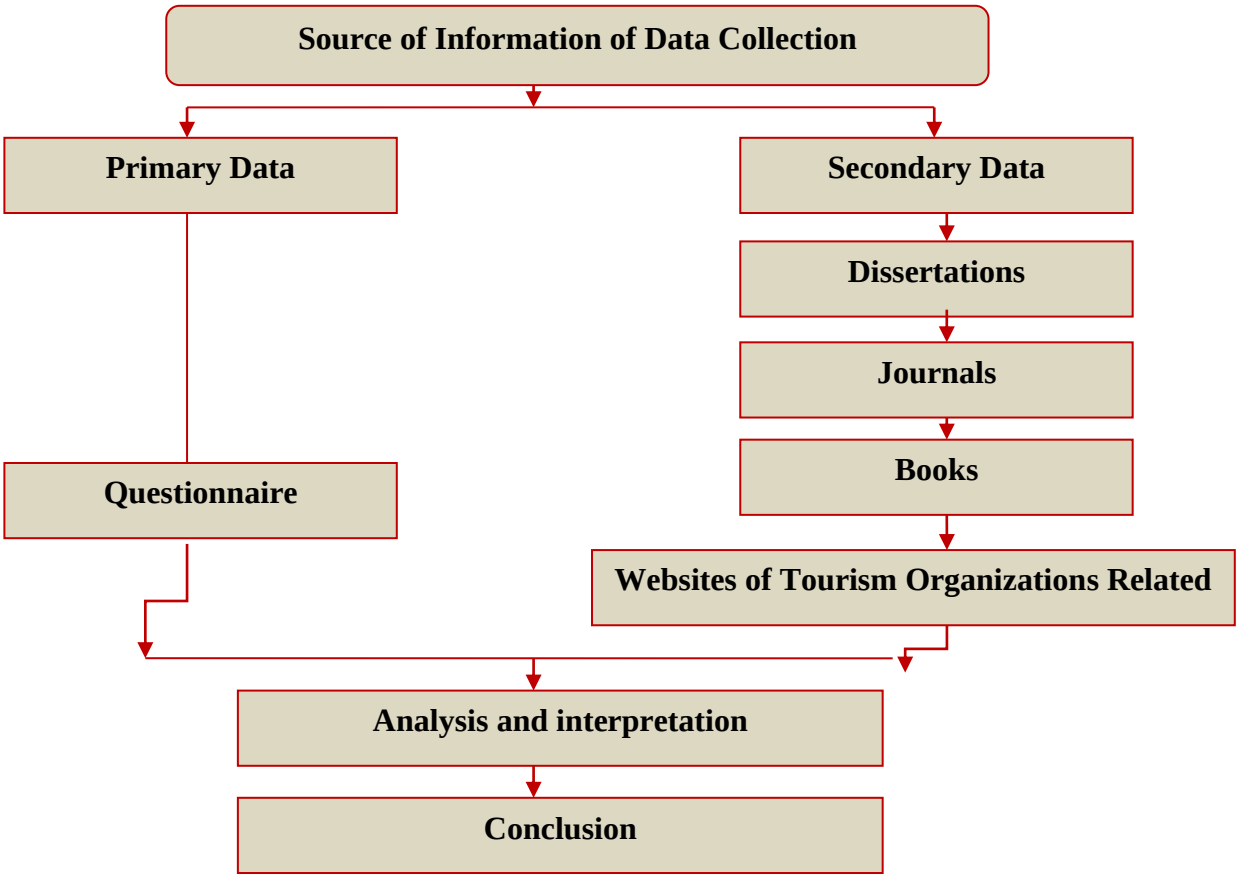
Before the data analysis, the collected questionnaires have scrutinized for checking the completeness and quality of the data. Seventy-seven questionnaires have rejected due to missing values and incomplete responses. Details of the 388 questionnaires used for the final analysis has shown in table (3).

Table: 3. Sample Size Used for Data Analysis

The sector of the respondents		**No. of a questionnaire answered/ returned**
Govt. sector	Male	104
	Female	24
Total		**128 (32.99%)**
Private sector	Male	91
	Female	21
Total		**112 (28.87%)**
Students	Male	103
	Female	45
Total		**148 (38.14%)**
Total		**388**

9.2 DATA COLLECTION METHODS:

Figure: 1. Source of Information of Data Collection



The research methodology of the present study involved data that was collecting with the help of primary and secondary sources.

Primary data source: The Primary data of this study were collected from a field study through a quantitative design method by using a structured questionnaire. The questionnaire used to achieve the objectives and hypothesis of the study by distributing the questionnaires among the selected respondents in the tourism industry.

Secondary data sources: The secondary data of this study were collecting from various sources, information issued by international and national tourism organizations and authorities such as tourist statistical annual reports published by the United Nations World Tourism Organization (UNWTO). Furthermore, data collected from textbooks, e-books, journals, magazines, articles, and observations too.

9.3 STATISTICAL TECHNIQUES USED IN THE STUDY:

The current study is based on secondary and primary data. The convenience sampling was a method of selection of the sample of the study. The convenience sampling is a non-probabilistic approach to collect data through the questionnaire. Upon collection of the data, the data have inserted into the statistical package for the social sciences (IBM-SPSS-24) software program for further analysis.

For this purpose, some statistical techniques have used, such as:

- Frequencies,
- Percentages,
- Mean value,
- Standard deviation,
- Cronbach's alpha,
- Chi-square test,
- Factor analysis,
- One-way ANOVA test,
- SCHEFFE test.

9.4 STRUCTURE OF THE STUDY:

This research study has been presented in seven Chapters.

Chapter I: Introduction and Research Design.

Chapter II: Review of Literature.

Chapter III: Theoretical Framework of the Tourism Industry.

Chapter IV: Tourism Industry in Yemen: An Overview.

Chapter V: Problems and Prospects of Tourism Industry in Yemen: Views and Perceptions.

Chapter VI: Major Findings of the Study.

Chapter VII: Summary, Suggestions and Conclusion.

The first chapter gives **the Introduction** that explains the research design and is all about the research method, data collection, and design. Moreover, provide an image of what the researcher is looking forward to getting at the end of the research.

The second chapter, entitled **"Literature Review"** reviews the previous studies relating to the tourism industry in general, particularly concerning problems and prospects of the tourism industry in the various tourist areas around the world.

The third chapter, entitled **"Theoretical Framework of the Tourism Industry"** extensively discusses meaning and definitions of tourism, tourist, tourism evolution, tourism forms, nature and characteristics of tourism and, so on. This chapter speaks broadly about the international tourism organization as well as the world and Yemen tourism statistics.

The fourth chapter, entitled **"Tourism Industry in Yemen: An Overview"** which covers the profile of Yemen, Yemen tourism products, Yemen tourism activities, Yemen tourism facilities, Yemen tourism studies, Yemen tourism organizations, and present the main tourist destinations/areas in Yemen.

The fifth chapter, entitled **"Problems and Prospects of Tourism Industry in Yemen-Views and Perceptions"** it gives a detailed explanation of the profile of the selected respondents, frequency & percentage distribution, and the opinions of selected respondents on selected criteria of the problems and prospects of the tourism industry in Yemen.

The sixth chapter, entitled **"Major Findings of the Study"** discuss the results of the major findings of the research study, and hypotheses testing.

The seventh chapter, entitled **"Summary, Suggestions and Conclusion"** It is the final chapter of this research, and it provides the summary of the study using data analysis and providing suggestions and conclusion based on the research results to address these problems and to help promote and develop the tourism industry in Yemen.

10. MAJOR FINDINGS AND SUGGESTIONS OF THE STUDY

Major findings of the study are summarized based on results of secondary data and primary data analysis, which presented as following:

GENERAL FINDINGS

- The research study has adopted the descriptive -analytical type of research to study the problems and prospects of the tourism industry in Yemen.
- The research study aimed at analyzing the problems facing the tourism industry in Yemen at the different levels of problems like, government plans and policies, political and security, tourism awareness, marketing and promoting, social and economic, and infrastructure and superstructure problems.
- The research study dealt with the prospects of the tourism industry by analyzing the views and perceptions of the selected respondents.
- Convenience sampling was adopted as a suitable method for the study, and the population of this study includes employees, workers, and students of the govt and private sectors of the tourism industry in Yemen.
- The sample size of the study consists (128) from the government sector (112) from the private sector, (148) from students of tourism departments.
- The statistical techniques such as frequencies, percentages, mean value, standard deviation, Cronbach's alpha, chi-square test, factor analysis, one way ANOVA test and SCHEFFE test have used as statistical tools for data analysis and testing of proposed hypotheses.
- The international tourist arrivals (ITAs) grew by a significant 3.5 % in 2019 to reach a total of 1,458 million.[Table 3.1]
- The international tourism receipts (ITRs) grew by a remarkable 2.5 % in 2019 to reach a total of US$ 1.478 billion. [Table 3.2]
- The growth rates of international tourist arrivals worldwide by the region 2019 were Europe 3.9 %, Asia & Pacific 3.6 %, Americas 1.6%, Africa 5.4 %, and the Middle East 2.1 %. [Table 3.3]
- The international tourist arrivals worldwide by the region 2019 were Europe 744.3 million, Asia & Pacific 360.1 million, Americas 219.4 million, Africa 72.4 million, and the Middle East 61.4 million. [Table 3.4]

- The total contribution of travel and tourism to the world economy increased to 10.3 %, nearly US$8.9 trillion in 2019. [Table 3.5]
- The total contributions of the travel and tourism sector to international investments are US$948 billion, equivalent to 4.3 % of total international investments in 2019. [Table 3.5]
- The total contribution of the travel and tourism sector to job creation, including jobs indirectly supported by the sector, accounted for 330 million jobs, or 10.4% of total employment in 2019. [Table 3.5]
- The total contribution of the travel and tourism sector to visitor's exports accounted for US$1.7 trillion visitor exports in 2019 (6.8% of total exports, 28.3% of global services exports). [Table 3.5]
- The latest statistics issued about international tourist arrivals to Yemen from all different regions worldwide recorded 488742 in 2010. [Table 3.6]
- Besides, the international tourism receipts from international tourist arrivals to Yemen recorded US$ 621,783,200 million in 2010. [Table 3.7]
- Yemen's travel and tourism contribution and ranking (2016-2017) among 184 countries in terms of direct contribution to GDP was assigned 114th in 2016 and 122th in 2017. [Table 3.8]
- Yemen's travel and tourism contribution and ranking (2016-2017) among 184 countries in terms of total contribution to GDP was ranked 116th in 2016 & 129th in 2017. [Table 3.8]
- Yemen's travel and tourism contribution and ranking (2016-2017) among 184 countries in terms of employment ranked 100th 2016 & 2017. [Table 3.8]
- Yemen's travel and tourism contribution and ranking (2016-2017) among 184 countries in terms of direct contribution to employment was ranked 106th in 2016 and 102th in 2017. [Table 3.8]
- Yemen's travel and tourism contribution and ranking (2016-2017) among 184 countries ranked 119th for capital investment in 2016 and 165th in 2017. [Table 3.8]
- Yemen's travel and tourism contribution and ranking (2016-2017) among 184 countries ranked 161th in terms of visitor exports in 2016 and 163th in 2017. [Table 3.8]
- Yemen's growth rate in travel and tourism's direct contribution to GDP was -3.71% in 2017 and 3.8% in 2018. [Table 3.10]

- Yemen's growth rate in travel and tourism's total contribution to GDP was -3.27 % in 2017 and 4.0 % in 2018. [Table 3.10]
- Yemen's growth rate in travel and tourism's direct contribution to employment was 1.4 % in 2017 and 3.3 % in 2018. [Table 3.10]
- Yemen's growth rate in travel and tourism's total contribution to employment was 2.5 % in 2017 and 4.2 % in 2018. [Table 3.10]
- Yemen's growth rate in travel and tourism's total capital investment was -1.46 in 2017 and 4.4 in 2018. [Table 3.10]
- Yemen's growth rate in travel and tourism's visitor exports contribution to total exports was -2.36 % in 2017 and 7.2 in 2018. [Table 3.10]
- The Yemen's long term growth (2018-2028) of travel and tourism's direct/ total contribution to GDP, travel & tourism's direct/ total contribution to employment, travel, and tourism investment contribution to total capital investment and visitor exports contribution to total exports have reported to be 5.6%,5.7%, 4.1%, 4.0%, 5.7% & 4.8% per annum respectively. [Table 3.11]
- The total hotels spread throughout the Yemeni provinces, including what has classified five stars (7 hotels), four stars (24 hotels), three stars (89 hotels), two stars (88 hotels), and1 star (334 hotels).[Table 4.2]

FINDINGS OF THE PERSONAL VARIABLES OF THE STUDY SAMPLE

The following findings are related to the Personal Variables of the study:

- Out of the total respondents 388, majority 298 (76.80%) were male, while 90 (23.20%) were female. [Table 5.1]
- Among the 388 respondents, 75 (19.3%) were less than 20 years, while the highest number 160 (41.2%) were from 20 to less than 30 years. Also, 121 (31.2%) were from 30 to less than 40 years, and 32 (8.2%) were 40 years and over. [Table 5.2]
- About 210 (54.1%) of the total respondents 388, were married while 178 (45.9%) of respondents were unmarried. [Table 5.3]
- The findings show that out of total 388 respondents, 54 (13.9 %) respondents having high school, 76 (19.6%) being diploma, 203 (52.3%) with bachelor degree, 36 (9.3%) being a master degree, and 19 (4.9%) were PhD degree. [Table 5.4]
- The 129 (33.2%) respondents have a monthly income is less than 30000 Yemeni riyals, 96 (24.7%) of the respondents belong to a monthly income of YR 30,000 to 500,000 whereas 107 (2.6%) of their monthly income belong to YR 500,000 to 100,000, and 56 (14.4%) of the respondents monthly income is more than YR 100000. [Table 5.5]
- 56 (16.8%) of respondents were living in rural areas while majority of respondents 323 (83.2%) were living in urban places. [Table 5.6]

Findings of the problems faced by the tourism industry in Yemen

The data show that all 388 (100%) selected respondents were perceived and reported that there is problems facing the tourism industry in Yemen. Therefore, the following findings are related to the problems of the tourism industry in Yemen

- The majority of the respondents, 149 (38.4%) have agreed with the lack of tourism development plans aimed at identifying and maintaining tourism resources and utilizing them appropriately at present and in the future. [Table 5.8]
- 153 (39.4%) respondents have agreed with the absence of specialization and efficiency among officials in the tourism sector. [Table 5.9]

- Most of the respondents, 166 (42.8%), agreed with the continuous change of officials in the tourism sector, which effects on decisions of the tourism development in the public and private sectors. [Table 5.10]
- About 176 (45.4%) of the respondents agreed with the instability of those responsible for tourism industry management. [Table 5.11]
- It shows that the number of respondents 170 (43.8%) agreed with poor cooperation and coordination between the concerned parties in tourism to take all the necessary procedures and measures for the tourism sector. [Table 5.12]
- 188 (48.5%) of respondents agreed with the lack of partnership between the public and private sectors in tourism. [Table 5.13]
- Among 388 respondents 161 (41.5%), agreed with the non-activation of the laws and legislation of tourism. [Table 5.14]
- Most of the respondents 150 (38.7%) agreed with the absence of laws and legislations that guarantee functional rights such as health insurance and pensions for workers in the tourism sector. [Table 5.15]
- Out of 388 respondents 175 (45.1%) strongly agreed with the absence of the government's role in encouraging tourism investment and restrictions imposed on the investment and investors. [Table 5.16]
- Further, out of the total respondents 166 (42.8%) agreed with the failure to integrate and link the tourism sector development plan with general policies for economic and social development at all levels. [Table 5.17]
- The majority of the respondents 167 (43.0%) agreed with the absence of the evaluation process of the tourism development programs and to emphasize the positives and overcome the negatives in subsequent years. [Table 5.18]
- Among the total respondents 388 have agreed 165 (42.5%) with insufficient financial allocations in the budget of the tourism sector. [Table 5.19]
- 173 (44.6%) of respondents agreed with the absence of any plan to establish and develop centers for education, training, and tourism development. [Table 5.20]
- Most of the respondents 176 (45.4%) agreed with the absence of any detailed plans to develop the tourism level of different tourists. [Table 5.21]
- 183 (47.2%) of respondents have agreed with weakness and lack of tourism plans in general, which lack suitability to the actual reality of the tourism sector. [Table 5.22]

- Out of 388 respondents 171 (44.1%) strongly agreed with the absence of any strategy or plan to address slums and residential excesses in the tourist sites**.** [Table 5.23]
- Further, the majority of the respondents 170 (43.8%) strongly agreed with the political division that resulted from the two conflicting governments in the north and south. [Table 5.24]
- As per the results, the majority of the respondents 197 (50.8%) strongly agreed with the lack of security on a large scale of the country due to political unrest and tribal conflicts. [Table 5.25]
- Among the respondents 193 (49.7%) strongly agreed with terrorist acts and bombings carried out by armed groups from time to time. [Table 5.26]
- Most of the respondents 138 (35.6%) agreed with the spread of armed manifestations in the country that lead to scaring foreign tourists. [Table 5.27]
- It was seen in the study that, 185 (47.7%) of respondents strongly agreed with the spread of the phenomenon of kidnapping tourists and foreigners residing in the country. [Table 5.28]
- The majority of the respondents 182 (46.9%) strongly agreed with owning weapons with some components in the country constitutes a direct threat to tourism. [Table 5.29]
- It shows that, 178 (45.9%) of respondents have strongly agreed with the spread of the phenomenon of smuggling of antiques and historical pieces. [Table 5.30]
- Among 388 respondents 194 (50.0%) strongly agreed with the indiscriminate bombing, which led to the destruction of a lot of tourist and archaeological sites. [Table 5.31]
- The majority of the respondents, 170 (43.8%) strongly agree with tolerance to punish those who would harm the security of tourists in the country. [Table 5.32]
- It is found from the analysis, 174 (44.8%) of respondents strongly agreed with the absence of the role of tourist police in securing tourist sites and facilities. [Table 5.33]
- Most of the respondents 173 (44.6%) strongly agreed with the absence of security precautions in tourist sites and facilities such as surveillance cameras. [Table 5.34]
- Out of 388 respondents 176 (45.4%) have agreed with weak tourism awareness of the community and official in the tourism about the importance and role of tourism in achieving economic and social development. [Table 5.35]

- The majority of the respondents 179 (46.1%) agreed with the absence of the role of the tourism educational institutions in raising levels of tourism awareness among the community. [Table 5.36]
- 175 (45.1%) respondents agreed with the absence of the role of civil society organizations and educational, cultural, and educational-religious institutions in raising tourism awareness. [Table 5.37]
- The majority of the respondents 182 (46.9%) agreed with there is no tourist and cultural awareness among official and popular circles. [Table 5.38]
- Out of 388 respondents 165 (42.5%) agreed with this paragraph with the absence of government role in developing tourism awareness through organizing tourism awareness campaigns for the community. [Table 5.39]
- It shows from the study, 175 (42.5%) of respondents agreed with the spread of educational and cultural illiteracy, which led to the deterioration of tourism awareness among the local community. [Table 5.40]
- Most of respondents 170 (43.8%) agreed with the lack of qualified specialized human resources that can prepare the necessary training programs to develop tourism awareness of the community. [Table 5.41]
- 179 (46.1%) respondents agree about the low level of awareness of the importance of the tourism guidance profession in the minds of citizens. [Table 5.42]
- Among the 388 respondents 177 (45.6%) respondents agreed with the lack of awareness of the tourism enterprises' owners on the importance of specialization and training of its employees. [Table 5.43]
- About 155 (39.9%) respondents agreed with the lack of tourism marketing and promoting plans and insufficient government funds allocated for that. [Table 5.44]
- Among 388 respondents 179 (46.1%) respondents agreed with the obvious weakness in tourism data and information due to the absence of a good information system and tourism statistics. [Table 5.45]
- Majority of the respondents 168 (43.3%) agreed with the absence of promotional strategy on social media sites. [Table 5.46]
- The findings show that out of total respondents 159 (41.0%) agreed with the weakness in the participation in the international exhibitions to attract tourist and failure to conclude

cooperation agreements with the foreign travel companies to promote Yemen. [Table 5.47]

- Most of respondents 164 (42.3%) agreed on the absence of promotional campaigns in local newspapers, channels, and radio stations to raise the level of tourism awareness among the citizens. [Table 5.48]
- The majority of the respondents 168 (43.3%) agreed with the weakness of tourism promotion about Yemen through local, regional, and international satellite channels, whether in Arabic or foreign languages. [Table 5.49]
- Among 388 respondents 168 (43.3%) respondents agreed with limitations in the work and performance of Yemeni embassies and consulates abroad in highlighting the Yemeni tourism potential. [Table 5.50]
- Most of the respondents 171 (44.1%) agreed with the lack of exploitation of modern technological means in enhancing Yemeni tourism potential. [Table 5.51]
- Therefore it is clear that majority of respondent's opinion 178 (45.9%) agreed about the lack of interest in information systems in the field of tourism to introduce Yemeni tourism resources. [Table 5.52]
- The majority of the respondents 156 (40.2%) strongly agreed with the weakness in the domestic tourism competition and promotional activities associated. [Table 5.53]
- It is found from the analysis, 168 (43.3%) of respondents agreed with conflicts in the credibility of tourism data and statistics issued by the concerned authorities. [Table 5.54]
- 168 (43.33%) of respondents agreed while 152 (39.2%) of respondents strongly agreed with the lack of non-renewal and upgrading to the methods of promoting and marketing of tourism. [Table 5.55]
- Out of 388 respondents 168 (43.3%) respondents agreed to the absence of marketing and promoting campaigns aimed at improving the tourism image of Yemen in the tourism export markets. [Table 5.56]
- The majority of the respondents 165 (42.5%) agreed with the lack of an integrated partnership between the ministry of information and the ministry of tourism to serve the tourist information. [Table 5.57]
- Among 388 respondents 171 (44.1%) respondents agreed with the lack of adequate and appropriate strategy for the development and marketing of tourist destinations in Yemen. [Table 5.58]

- Most of respondents 158 (40.7%) agreed with the decrease in the level of cleanliness in tourist places in Yemen. [Table 5.59]
- 157 (40.5%) of respondents agreed to bad dealing with tourism and airline offices. [Table 5.60]
- The majority of the respondents 136 (35.1%) agreed that there are exploitation and harassment of tourists by community members. [Table 5.61]
- Further, the majority of the respondents 176 (45.4%) agreed with the spread for the begging phenomenon in front of foreign tourists and guests, reflecting the uncivilized image of a society of Yemen. [Table 5.62]
- 159 (41.0%) of respondents agreed with the non-openness of Yemeni citizens in dealing with the tourists, where they face difficulty in understanding and dealing. [Table 5.63]
- Out of 388 respondents 156 (40.2%) respondents strongly agreed with the low economic level among Yemeni citizens, limiting their participation in tourism activities. [Table 5.64]
- The majority of the respondents 178 (45.9%) strongly agreed with high travel costs. [Table 5.65]
- Among 388 of respondents 168 (43.3%) strongly agreed with the instability of foreign exchange rates. [Table 5.66]
- Most of respondents 167 (43.3%) agreed with the decrease in the volume of investments directed towards the tourism sector. [Table 5.67]
- About 174 (44.8%) of respondents agreed with the role of the tourism sector in the balance of payments has a marginal effect when compared to the hydrocarbon sector or the industrial sector and trade. [Table 5.68]
- The majority of the respondents 140 (36.1%) agreed with the absence of internal airlines between Yemeni cities as well as a lack of government transportation within cities and tourist sites. [Table 5.69]
- It shows that 167 (43.0%) of respondents agreed with the lack of basic services in many tourist sites such as electricity, water, and communications. [Table 5.70]
- Out of 388 respondents 166 (42.8%) agreed with limited tourist infrastructure facilities such as transportation and accommodation, etc. [Table 5.71]
- The majority of the respondents 127 (32.7%) agreed with the traffic congestion in tourist sites, and lack of parking spaces. [Table 5.72]

- Most of respondents 155 (39.9%) agreed with the absence of specialized tourist reception centers to guide the tourists and issue the necessary information about the tourist destination intended to be visited. [Table 5.73]
- As per the results, the majority of the respondents 170 (43.8%) agreed with the lack of qualified human cadres working in tourist facilities and services. [Table 5.74]
- The majority of the respondents 168 (43.3%) agreed with the lack of expansion in tourism facilities and diversification of tourism projects in targeted tourist areas and locations, especially in the beaches and islands. [Table 5.75]
- Out of 388 respondents 169 (43.6%) respondents agreed with the quality and style of service provided to the tourists in some tourist facilities in Yemen. [Table 5.76]
- As per the results, out of the 388 selected respondents, 120 (31%) agreed that there are other problems facing the tourism industry in Yemen. Where, 61 (15.7) stated internal and external political conflicts, 55 (14.2%) reported weak government control of the country, 25 (6.4%) stated poverty and famine, 37(9.5%) shared failure to stop the war, 26 (6.7%) pointed out harassment of investors, 20(5.2%) highlighted the employees are incompetent in tourism sector, 37 (9.5%) mentioned absence of law, 27 (7.0%) stated lack of interest in tourism education, 34 (8.8%) pointed out of tourist transport, 23(5.9%) indicated to the departure of embassies from Yemen, 21 (5.4%) stated chewing Qat, 34 (8.8%) highlighted the economic collapse, 32 (8.2%) stated kidnapping tourists, and 28 (7.2%) reported diseases spread. [Table 5.85]

FINDINGS OF THE PROSPECTS OF THE TOURISM INDUSTRY IN YEMEN

The following findings are related to the prospects of the tourism industry in Yemen:

- 174 (44.8%) of 388 selected respondents felt that the future of the tourism industry in Yemen is unfavorable condition.
- Among of 388 selected respondents 123 (31.7%) replied that the future of the tourism industry in Yemen is based on stop of war.
- Out of 388 selected respondents 81 (20.9%) stated that the future depends on political stability.
- It shows that, 27 (7.0%) of respondents were optimistic and felt that the future of the tourism industry in Yemen would be favorable.
- The majority of respondents 132 (34.0%) stated that the future is mysterious and anonymous.
- Out of 388 selected respondents, the majority 221 (57.0%) of respondents were not optimistic, and they felt that the future of the tourism industry in Yemen would be unpromising. [Table 5.86]
- As per the results of the study related to the perceptions and suggestions of respondents towards developing the tourism industry in Yemen. Where, out of 388 respondents 187 (48.2%) suggested stopping the war, 113 (29.1%) attention and protection the tourist and archaeological sites, 71 (18.3%) stopping corruption and 88 (22.7%) training and rehabilitation of workers in the tourism sectors.
- In the same context, 127 (32.7%) proposed building a stable country, 90 (23.2%) changing the officials in tourism sector, 74 (19.9%) recruitment of the specialists in tourism sector, 89 (22.9%) development of tourism infrastructure facilities and 89 (22.9%) providing safety and security. Moreover, 85 (21.9%) suggested raising the public awareness of the importance of tourism, 65 (16.8%) providing water and electricity in the tourism sites, 64 (16.5%) repair of road, 64 (16.5%) create new gardens, 54 (13.9%) attention to tourism education, 54 (13.9%) development and improvement of airports and 57 (17.8%) providing a financial support for tourism sector.
- It is also found that, 69 (17.8%) suggested changing the government, 73(18.8%) suggested elimination of armed group, 62 (16.0%) the development of the ministry of

tourism and 62 (16.0%) opening colleges and institutes for tourism education and training. Therefore, 59 (15.2%) suggested prevent the carrying of arms, 76 (19.6%) restoration of damaged tourist attractions, 59 (15.2%) encourage the tourism investment. In the same context, 76 (19.6) proposed promotion and marketing of tourism internally and externally, and 76 (19.6) use the modern means to enhance and develop tourism. Moreover, 98 (25.3%) believe that towards developing the tourism industry in Yemen the political stability must be achieved first, while 85 (21.9%) proposed developing successful plans and strategies, and 91 (23.5%) suggested take care of tourists and providing services for them. [Table 5.87]

FINDINGS RELATED TO HYPOTHESES

The following findings are related to the hypotheses of the study:

Testing of 1st hypothesis

Hypothesis Ho: **There is no significant difference among the respondents (Govt, private and students) views and perception towards the problems relating to government plans and policies regarding tourism industry.**

Table No.4: Views and perception of respondents towards the problems relating to government plans and policies regarding tourism industry

Statistical Tool	Percentage, Mean, SD, and One Way ANOVA				
Descriptive statistics					
Variables	**N**	**Mean**		**Std. D**	
Govt. sector	128 (32.99)	4.0093		.75905	
Private sector	112 (28.87)	3.9559		.62363	
Student	148 (38.14)	3.9578		.73696	
Total	388 (100.0)	3.9742		.71241	
One Way ANOVA Test					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	.235	2	.117	.230	.794
Within Groups	196.179	385	.510		
Total	196.414	387			
Key Results	Govt sector (M= 4.0093, SD= .75905) Private sector (M= 3.9559, SD =.62363) Students (M=3.9578, SD = .73696). **(p-value =0.794), p>0.05, H_0 Accepted**				

Source: Prepared by the researcher from the output of SPSS

- One-way between-groups analysis of variance was conducted to determine whether the differences between group means of respondents (Govt, private and students) relating to government plans and policies regarding tourism industry are statistically significant.
- Respondents were divided into three groups (Government sector = 128; private sector = 112; and students = 148).
- The mean score for govt sector (M= 4.0093, SD= .75905) was significantly different from private sector (M= 3.9559, SD =.62363) and students (M=3.9578, SD = .73696).

- The p-value is 0.794, which is greater than the significance level of 0.05, therefore, the 1st null hypothesis is accepted.
- As per the results of one-way analysis of variance, there were no statistically significant difference among the respondents (Govt, private and students) views and perception towards the problems relating to government plans and policies regarding tourism industry. Because the p-value is 0.794, which is greater than the significance level of 0.05, therefore, the 1st null hypothesis is accepted.

Testing of the 2nd hypothesis

Hypothesis H_0: There is no significant difference among the respondents (Govt, private and students) views and perception towards the problems relating to political and security regarding tourism industry.

Table No.5: Views and perception of respondents towards the problems relating to political and security regarding tourism industry

Statistical Tool	Percentage, Mean, SD, and One Way ANOVA				
Descriptive statistics					
Variables	**N**	**Mean**		**Std. D**	
Govt. sector	128 (32.99)	4.1513		0.81920	
Private sector	112 (28.87)	4.2654		0.71469	
Student	148 (38.14)	4.1400		0.87103	
Total	388 (100.0)	4.1799		0.81111	
One Way ANOVA Test					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	1.159	2	.880	.880	.415
Within Groups	253.451	385	.658		
Total	254.610	387			
Key Results	Private sector (M= 4.2654, SD= 0.71469) Govt sector (M= 4.1513, SD=. 0.81920) Students (M=4.1400, SD = 0.87103) **(p-value =0.415), p>0.05, H_0 Accepted**				

Source: Prepared by the researcher from the output of SPSS

- One-way between-groups analysis of variance was conducted to determine whether the differences between group means of respondents (Govt, private and students) relating to political and security regarding tourism industry are statistically significant.
- Respondents were divided into three groups (Government sector = 128; private sector = 112; and students = 148).
- The mean score for private sector (M= 4.2654, SD= 0.71469) was significantly different from govt. sector (M= 4.1513, SD=. 0.81920) and students (M=4.1400, SD = 0.87103).
- The p-value is 0.415, which is greater than the significance level of 0.05, therefore, the 2nd null hypothesis is accepted.
- As per the results of one-way analysis of variance, there were no statistically significant difference among the respondents (Govt, private and students) views and perception towards the problems relating to political and security regarding tourism industry. Because the p-value is 0.415, which is greater than the significance level of 0.05, therefore, the 2nd null hypothesis is accepted.

Testing of the 3rd hypothesis

Hypothesis H_0: There is no significant difference among the respondents (Govt, private and students) views and perception towards the problems relating to tourism awareness regarding tourism industry.

Table No.6: Views and perception of respondents towards the problems relating to tourism awareness regarding tourism industry

Statistical Tool	Percentage, Mean, SD, and One Way ANOVA				
Descriptive statistics					
Variables	**N**	**Mean**		**Std. D**	
Govt. sector	128 (32.99)	3.9401		0.82795	
Private sector	112 (28.87)	3.8562		0.69615	
Student	148 (38.14)	3.9414		0.78154	
Total	388 (100.0)	3.9164		0.77295	
One Way ANOVA Test					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	.571	2	.286	.477	.621

Within Groups	230.642	385	.658		
Total	321.213	387			
Key Results	Students (M= 3.9414, SD= 0.78154) Govt. sector (M= 3.9401, SD=. 0.82795) Private sector (M= 3.8562, SD = 0.69615). **(p-value =0.621), p>0.05, H_0 Accepted**				

Source: Prepared by the researcher from the output of SPSS

- One-way between-groups analysis of variance was conducted to determine whether the differences between group means of respondents (Govt, private and students) relating to tourism awareness regarding tourism industry are statistically significant.
- Respondents were divided into three groups (Government sector = 128; private sector = 112; and students = 148).
- The mean score for students (M= 3.9414, SD= 0.78154) was significantly different from govt. sector (M= 3.9401, SD=. 0.82795) and private sector (M= 3.8562, SD = 0.69615).
- The p-value is 0.621, which is greater than the significance level of 0.05, therefore, the 3rd null hypothesis is accepted.
- As per the results of one-way analysis of variance, there were no statistically significant difference among the respondents (Govt, private and students) views and perception towards the problems relating to tourism awareness regarding tourism industry. Because the p-value is 0.621, which is greater than the significance level of 0.05, therefore, the 3rd null hypothesis is accepted.

Testing of 4th hypothesis

Hypothesis H_0: There is no significant difference among the respondents (Govt, private and students) views and perception towards the problems relating to marketing and promoting regarding tourism industry.

Table No.7: Views and perception of respondents towards the problems relating to marketing and promoting regarding tourism industry

Statistical Tool	Percentage, Mean, SD, and One Way ANOVA

Descriptive statistics					
Variables	**N**	**Mean**		**Std. D**	
Govt. sector	128 (32.99)	4.0240		0.75186	
Private sector	112 (28.87)	4.0256		0.68464	
Student	148 (38.14)	4.0122		0.79336	
Total	388 (100.0)	4.0199		0.74771	
One Way ANOVA Test					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	.015	2	.077	.013	.987
Within Groups	216.346	385	.562		
Total	216.361	387			
Key Results	Private sector (M= 4.0256, SD= 0.68464) Govt sector (M= 4.0240, SD=. 0.75186) Students (M= 4.0122, SD = 0.79336). **(p-value =0.987), p>0.05, H_0 Accepted**				

Source: Prepared by the researcher from the output of SPSS

- One-way between-groups analysis of variance was conducted to determine whether the differences between group means of respondents (Govt, private and students) relating to marketing and promoting regarding tourism industry are statistically significant.
- Respondents were divided into three groups (Government sector = 128; private sector = 112; and students = 148).
- The mean score for private sector (M= 4.0256, SD= 0.68464) was significantly different from govt sector (M= 4.0240, SD=. 0.75186) and students (M= 4.0122, SD = 0.79336).
- The p-value is 0.987, which is greater than the significance level of 0.05, therefore, the 4th null hypothesis is accepted.
- As per the results of one-way analysis of variance, there were no statistically significant difference among the respondents (Govt, private and students) views and perception towards the problems relating to marketing and promoting regarding tourism industry. Because the p-value is 0.987, which is greater than the significance level of 0.05, therefore, the 4th null hypothesis is accepted.

Testing of 5th hypothesis

Hypothesis H_0: There is no significant difference among the respondents (Govt, private and students) views and perception towards the problems relating to social and economic regarding tourism industry.

Table No.8: Views and perception of respondents towards the problems relating to social and economic regarding tourism industry

Statistical Tool	Percentage, Mean, SD, and One Way ANOVA				
Descriptive statistics					
Variables	**N**	**Mean**		**Std. D**	
Govt. sector	128 (32.99)	3.9523		0.77926	
Private sector	112 (28.87)	4.0313		0.74447	
Student	148 (38.14)	3.9182		0.81875	
Total	388 (100.0)	3.9621		0.78423	
One Way ANOVA Test					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	.832	2	.416	.676	.509
Within Groups	237.181	385	.616		
Total	238.013	387			
Key Results	Private sector (M= 4.0313, SD= 0.74447) Govt sector (M= 3.9523, SD= 0.77926) Student (M= 3.9182, SD = 0.81875). **(p-value =0.509), p>0.05, H_0 Accepted**				

Source: Prepared by the researcher from the output of SPSS

- One-way between-groups analysis of variance was conducted to determine whether the differences between group means of respondents (Govt, private and students) relating to social and economic regarding tourism industry are statistically significant.
- Respondents were divided into three groups (Government sector = 128; private sector = 112; and students = 148).
- The mean score for private sector (M= 4.0313, SD= 0.74447) was significantly different from govt. sector (M= 3.9523, SD= 0.77926) and student (M= 3.9182, SD = 0.81875).
- The p-value is 0.509, which is greater than the significance level of 0.05, therefore, the 5th null hypothesis is accepted.
- As per the results of one-way analysis of variance, there were no statistically significant difference among the respondents (Govt, private and students) views and perception

towards the problems relating to social and economic regarding tourism industry. Because the p-value is 0.509, which is greater than the significance level of 0.05, therefore, the 5th null hypothesis is accepted.

Testing of 6th hypothesis

Hypothesis H_0: There is no significant difference among the respondents (Govt, private and students) views and perception towards the problems relating to infrastructure and superstructure regarding tourism industry.

Table No.9: Views and perception of respondents towards the problems relating to infrastructure and superstructure regarding tourism industry

Statistical Tool	Percentage, Mean, SD, One Way ANOVA**,** and SCHEFFE test				
Descriptive statistics					
Variables	**N**	**Mean**		**Std. D**	
Govt. sector	128 (32.99)	4.0684		0.82973	
Private sector	112 (28.87)	3.8248		0.79190	
Student	148 (38.14)	4.0828		0.81318	
Total	388 (100.0)	4.0035		0.81854	
One Way ANOVA Test					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	5.046	2	2.523	3.821	.023
Within Groups	254.246	385	.860		
Total	259.292	387			
Key Results	Students (M= 4.0828, SD= 0.81318) Govt. sector (M= 4.0684, SD= 0.82973) Private sector (M= 4.0828, SD = 0.81318). **(p-value =0.023), p<0.05, H_0 Rejected**				
Since the decision from the One-Way Analysis of Variance is to reject the null hypothesis, it means that at least one of the means is not the same as the other means. What we need is a way to find out where the differences lie, not just that there is a difference. This is where the SCHEFFE test comes into play. They will help us analyze pairs of means to see if there is a difference					
SCHEFFE test					
Variables	**Variables Comparison**	**Mean Difference (I-J)**		**Sig.**	
Govt. sector	Private sector	0.24358		0.070	
	Student	-0.01441		0.989	

Private sector	Govt. sector	-0.24358	0.070
	Student	-.25799*	0.041
Student	Govt. sector	0.01441	0.989
	Private sector	.25799*	0.041

Source: Prepared by the researcher from the output of SPSS.

- One-way between-groups analysis of variance was conducted to determine whether the differences between group means of respondents (Govt, private and students) relating to infrastructure and superstructure regarding tourism industry are statistically significant.
- Respondents were divided into three groups (Government sector = 128; private sector = 112; and students = 148).
- The mean score for students (M= 4.0828, SD= 0.81318) was significantly different from govt. sector (M= 4.0684, SD= 0.82973) and Private sector (M= 4.0828, SD = 0.81318).
- The p-value is 0.023, which is less than the significance level of 0.05, therefore, the 6th null hypothesis is rejected.
- As per the results of one-way analysis of variance, there were statistically significant difference among the respondents (Govt, private and students) views and perception towards the problems relating to infrastructure and superstructure regarding tourism industry. Because the p-value is 0.023, which is less than the significance level of 0.05, therefore, the 6th null hypothesis is rejected.
- The SCHEFFE test (Multiple Comparisons) shows that there is only the mean difference between the private sector and student groups that reaches significance. The p-value is .041, which is less than the standard .05 alpha level.
- Besides, There was no statistically significant difference between the govt. sector and private sector groups (*p-value* =. 070) or between the student and govt. sector groups (*p-value = .989)*

Testing of 7th hypothesis

Hypothesis H_0: There is no significant difference among the respondents (Govt, private and students) views and perception towards the prospects of tourism industry.

Table No.10: Views and perception of respondents towards the prospects of tourism industry

Statistical Tool	Percentage, Mean, SD, One Way ANOVA**,** and SCHEFFE test				
Descriptive statistics					
Variables	**N**	**Mean**		**Std. D**	
Govt. sector	128 (32.99)	1.7396		0.24458	
Private sector	112 (28.87)	1.6860		0.23006	
Student	148 (38.14)	1.6182		0.27919	
Total	388 (100.0)	1.6778		0.25896	
One Way ANOVA Test					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	1.021	2	.511	7.884	.000
Within Groups	24.930	385	.065		
Total	25.952	387			
Key Results	Govt sector (M= 1.7396, SD= 0.24458) Private sector (M= 1.6860, SD= 0.23006) Students (M= 1.6182, SD = 0.27919). **(p-value =0.000), p<0.05, H_0 Rejected**				
Since the decision from the One-Way Analysis of Variance is to reject the null hypothesis, it means that at least one of the means is not the same as the other means. What we need is a way to find out where the differences lie, not just that there is a difference. This is where the SCHEFFE test comes into play. They will help us analyze pairs of means to see if there is a difference					
SCHEFFE test					
Variables	**Variables Comparison**	**Mean Difference (I-J)**		**Sig.**	
Govt. sector	Private sector	0.05357		0.267	
	Student	.12134*		0.000	
Private sector	Govt. sector	-0.05357		0.267	
	Student	0.06777		0.106	
Student	Govt. sector	-.12134*		0.000	
	Private sector	-0.06777		0.106	

Source: Prepared by the researcher from the output of SPSS

- One-way between-groups analysis of variance was conducted to determine whether the differences between group means of respondents (Govt, private and students) relating to prospects of tourism industry are statistically significant.
- Respondents were divided into three groups (Government sector = 128; private sector = 112; and students = 148).
- The mean score for govt sector (M= 1.7396, SD= 0.24458) was significantly different from private sector (M= 1.6860, SD= 0.23006) and students (M= 1.6182, SD = 0.27919).
- The p-value is 0.000, which is less than the significance level of 0.05, therefore, the 7th null hypothesis is rejected.
- As per the results of one-way analysis of variance, there were statistically significant difference among the respondents (Govt, private and students) views and perception towards prospects of tourism industry. Because the p-value is 0.000, which is less than the significance level of 0.05, therefore, the 7th null hypothesis is rejected.
- The SCHEFFE test (Multiple Comparisons) shows that there is only the mean difference between the govt. sector and student groups that reaches significance. The p-value is .000, which is less than the standard .05 alpha level.
- Besides, There was no statistically significant difference between the govt. sector and private sector groups (*p-value* =. 267) or between the private sector and student groups (*p-value = .106)*

SUMMARY OF TESTED HYPOTHESES

Table No.11: Summary of Tested Hypotheses

No.	Null hypothesis	Results (H_0 Accepted /Rejected)
$H_0$1	There is no significant difference among the respondents (Govt, private and students) views and perception towards the problems relating to government plans and policies regarding tourism industry.	**Accepted**
$H_0$2	There is no significant difference among the respondents (Govt, private and students) views and perception towards the problems	**Accepted**

	relating to political and security regarding tourism industry.	
$H_0$3	There is no significant difference among the respondents (Govt, private and students) views and perception towards the problems relating to tourism awareness regarding tourism industry.	**Accepted**
$H_0$4	There is no significant difference among the respondents (Govt, private and students) views and perception towards the problems relating to marketing and promoting regarding tourism industry.	**Accepted**
$H_0$5	There is no significant difference among the respondents (Govt, private and students) views and perception towards the problems relating to social and economic regarding tourism industry.	**Accepted**
$H_0$6	There is no significant difference among the respondents (Govt, private and students) views and perception towards the problems relating to infrastructure and superstructure regarding tourism industry.	**Rejected**
$H_0$7	There is no significant difference among the respondents (Govt, private and students) views and perception towards the prospects of tourism industry	**Rejected**

SUGGESTIONS OF THE STUDY

Contains a summary of the main suggestions proposed in light of the results of this study. The researcher hopes that these suggestions will contribute to supporting and promoting the strengths of this study. Alongside, addressing and correcting weaknesses in order to achieve the main objectives of the study, which is to highlight the problems facing the tourism industry in Yemen

and its prospects. Therefore, the following are the string of the suggestions which are based on the responses of the respondents and the observation of the researcher.

Suggestions for the problems of the tourism industry in Yemen

- **Suggestions at the government plans and policies:**
  - The government should play its planning role in the field of tourism and develop a development strategy for this sector aimed at enhancing domestic tourism and attracting international tourism to Yemen.
  - The government should increase coordination and integration between the tourism industry sector and other sectors in Yemen.
  - Tourism officials in Yemen should have the necessary expertise, scientific qualifications, and speak at least one foreign language.
  - The government should create some recreational projects in tourist places to attract families and children there.
  - The Yemen ministry of tourism should cooperate with various tourism and travel organizations nationally and internationally in the development and preservation of the tourism sector.
  - The government should oblige hoteliers to enter into agreements with tourism institutes and colleges to employ graduates.
  - The government should allocate scholarships to students and encourage them to study tourism and hotel specialties.
  - The government should play its role in encouraging tourism investment and provide facilities for investment and investors.
  - There should be sufficient financial allocations in the budget of the tourism sector to provide the necessary financing for tourism development operations.
  - There should be a strategy to protect tourist heritage areas and address slums and residential excesses in these tourist sites.

- **Suggestions at the political and security level:**
  - It is necessary to achieve national reconciliation to end the political divide in Yemen
  - It should achieve and enhance tourist security and stability as a basis for tourism development and stimulate the growth of tourism traffic.
  - It should achieve safety and security, especially in tourist places.

- The need to provide tourist police working for the security of tourists and their comfort in tourist places.
- There is a need for development and modernization of tourist security systems.
- The security measures must be increased to ensure the security and safety of tourists and facilitate their movement.
- The population of the local community should involve in stabilizing tourism security and benefiting from tourism revenues.
- The government must make more efforts in anti-terrorism.
- Combat the phenomenon of armed manifestations in the country that scare foreign tourists.
- Combat the phenomenon of smuggling of antiques and historical pieces and issuing strict policies and laws to anti-smuggling.

- **Suggestions at the tourism awareness level:**
  - Should develop the community and official tourism awareness of the importance and role of tourism in achieving sustainable economic and social development at the national and local levels in order to achieve a change of perceptions behaviours and misconceptions towards tourism and creating an environment suitable and friendly for tourists in Yemen.
  - Should hold training courses for employees in all tourism sectors such as hotels and travel agencies by a group of lecturers from the colleges of tourism and hotels in order to raise tourism awareness among the workers in the field of tourism in Yemen.
  - Should organize awareness campaigns for citizens on the importance of the tourism sector and its impact on the Yemeni national income.
  - Should spread tourism awareness among Yemenis by organizing lectures, seminars, conferences, and festivals in the universities, institutes, clubs, governmental and non-governmental institutions.
  - The necessity to make the citizens aware of the importance of preserving tourist attractions in Yemen by keeping its cleanliness and protection from damage.
  - Develop tourism education and training curricula in line with the current tourism requirements.

- The establishment of tourism schools and institutes in various tourism disciplines and the profession in Yemen should extend support.

- **Suggestions at the marketing and promoting level:**
  - Attention to marketing and promotion of tourism through the implementation of advertisements in the television channels, radio, and newspapers nationally and internationally.
  - Should the development of tourist information systems and technology.
  - Establishment of a tourism attaché in our embassies in order to market and promote tourism and offer the Yemeni tourism product there.
  - Organize information campaigns in all means of media to raise awareness about the importance of tourism and how to deal with the tourists and welcome them.
  - Activate transit tourism through international marketing to invite airlines to land transit at Yemen's major airports, such as Sana'a airport and Aden airport.
  - Issue a periodical journal with the main objective of promoting tourism in Yemen and publishing tourism news and news about developments in tourism.
  - The tourism industry in Yemen needs to design a comprehensive strategy for its marketing abroad with the focus on the media aspect in the way that highlights the historical and tourist importance of Yemen.
  - Ministry of tourism in Yemen, represented by the tourism promotion center should play its role in marketing and promoting tourism to the fullest.
  - Each governorate or region should have detailed geographical tourist maps displaying the most famous tourist sites.
  - There should be coordination between the ministry of tourism and the ministry of information to market and promote tourism in Yemen internally and externally.
  - Exploit technological development and means of social communication to promote tourism in Yemen in a modern and attractive way.
  - Should unify the tourism data and statistics issued by the concerned tourism authorities in Yemen.
- **Suggestions at the social and economic level:**
  - There should be cooperation between the ministry of tourism and consumer protection agency in unifying prices for tourists to dispel the feeling of exploitation.

- The local communities should participate in contributing and benefiting from the tourism industry.
- The local community should help to achieve some of its social, cultural, and economic aspirations through tourism.
- The cleanliness of tourist areas should be maintained continuously.
- The phenomenon of begging in front of tourists should be addressed and combated.
- Promoting the economic well-being of citizens that enable them to carry out tourism activities.
- Reduce travel costs to encourage tourism among the local tourists.
- Economic stability must be achieved.

- **Suggestions at the tourism infrastructure and superstructure level:**
  - Improve existing tourism infrastructure services and expand its capacity.
  - Improve the capacity and efficiency of local labor to work in the tourism sector.
  - Should pay attention to infrastructure in areas where there is a tourist facility such as paving the roads and extending communication networks and electricity and other services as necessary.
  - Should investment in the construction of diving places and providing these places with the necessary equipment and devices required for this type of tourism, where there are beautiful beaches along the length of 2000 km, as well as about 400 islands, embracing in its depths a lot of marine life and coral reefs.
  - Investment in the development and improvement of natural mineral and sulfur baths in Yemen, which provide a medical hospitalization tourism with visits by many citizens and foreigners for treatment of diseases of rheumatism and skin diseases and others, and thus these areas provide viable investment opportunities such as the establishment of an international center for physical therapy, hotels, restaurants, parks and concert halls.
  - Should investment in the construction of resorts and tourist cities in the tourist areas, which is frequented by thousands of tourists such as the city of Sanaa, Hodeidah, Aden, Ibb, and Hadramout.
  - Pay attention to the establishment of tourism training and qualification institutes capable of graduating qualified tourism human resources.

- Should investment in services accompanying tourism activities such as aviation agencies and Tourism, insurance, medical services near the tourist areas and sites.
- Investment in the establishment of companies for internal tourism transport.
- The need for restoration of tourist and archaeological sites according to a specified period.
- It is necessary to focus on developing main destinations in Yemen like airports in order to reflect a positive image of the country.
- Should provide tourism training courses for workers in the tourism sector in cooperation with the colleges and institutes of tourism and hotels in Yemen to provide a new generation capable of contact with tourists.
- Improving the quality of national tourism services by international standards and providing the necessary services for tourists in tourist sites.
- Increase the number of human resources qualified to work in the tourism sector in line with the increase in the movement of tourism investments.
- Develop tourism facilities and all hospitality services necessary to achieve satisfaction and comfort for tourists.
- Tourism laws and legislation must be enforced.
- The government should play its role in encouraging tourism investment and providing the facilities for investment and investors.

Suggestions of the selected respondents for the development of tourism industry in Yemen:

- Achieve political, security, and economic stability first.
- And then the establishment of infrastructure that relates to tourism activity such as electricity, water, transportation, and others.

- Facilitate the procedures in the investment projects for the establishment of infrastructures and also in hotels, parks, and others.
- Increase the cultural awareness of tourism to citizens through the media to deal well with the tourist.
- Doing a good promotion for tourism through the internet publications and audio-visual media.

11. DIRECTIONS FOR FUTURE RESEARCH STUDY

The present study focuses on the problems and prospects of the tourism industry in Yemen, which can be considered as a foundation or as a base for future surveys and researches. Therefore, time was not enough to discuss everything related to the tourism industry in Yemen. Also, the topic is so vast that broad scopes and aspects of the tourism industry are available and worthy for further research and studies in Yemen by the researchers, whether on academic levels or organizational levels. Some of these aspects are internal tourism, tourism marketing, economic and environmental implications of tourism in Yemen, entrepreneurship in tourism, the influence of the tourism industry on the national economy, quality of tourism services, and influence of terrorism on the tourism industry, new technology and communication systems in the tourism industry. Furthermore, studies and researches can focus on scopes of hospitality, hotel industry, and travel agencies in Yemen.

12. CONCLUSION

This study aims at studying the problems and prospects of the tourism industry in Yemen. This study identified the problems facing the tourism industry in Yemen and analyzed the opinions of Yemenis workers towards prospects of the tourism industry in Yemen. The study sample has

been selected from the tourism industry in Yemen, including the people who belong to and take part in the tourism industry in Yemen, whether they are workers, employees, and students.

To achieve the objectives of the study, the researcher used a descriptive and analytical approach in data collection from its primary and secondary sources. The researcher depended on the previous studies in designing a questionnaire. The total number of the distributed questionnaire is 465, 388 of them have returned; this means (83.45%) of the participants. The researcher used the SPSS statistical package for analyzing the collected data.

The study was divided into seven chapters. The first chapter is the introduction and design of the study, which includes a statement of the problem, need and significance, scope, objectives, hypothesis, Conceptual Framework, and the study sample, methods of data collection, and analysis. The second section is about the review of literature: deals with many studies of many researchers about the problems and prospects of the tourism industry worldwide. The third chapter deals with the general framework of tourism. The fourth chapter is about the tourism industry in Yemen. The fifth chapter deals with data analysis and interpretation. The sixth chapter deals with the findings of the research study & hypotheses testing. Seven chapters conclude the present study conclusion, summary, and recommendations.

The study concluded that the tourism industry in Yemen faces many problems & challenges at the different levels of problems the government plans and policies, political and security, tourism awareness, marketing and promoting, social and economic, and problems of tourism at the level of infrastructure and superstructure. In this regard, the study recommended that the recovery of this sector depends on solving these problems and challenges in all its complexity. The study also found that the prospects of the tourism industry in Yemen are dark in the lighting of the current situation and the continuation of the war. In this regard, the researcher and the vast majority of respondents believe that the prospects of the tourism industry in Yemen depend on stopping the war and achieving the stability first.

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